

# THE THRICE-A-WEEK EDITION OF THE NEW YORK WORLD

IN 1917

Practically a Daily at the price of a Weekly. No other newspaper in the world gives so much at so low a price.

The value and need of a newspaper in the household was never greater than at the present time. We have been forced to enter the great world war, and a large army of ours is already in France. You will want to have all the news from our troops on European battle-fields, and 1918 promises to be the most momentous year in the history of the universe.

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THE THRICE-A-WEEK WORLD'S regular subscription price is \$1.00 per year, and this pays for 156 papers. We offer this unequalled newspaper and the

HOPKINSVILLE KENTUCKIAN

(Tri-weekly)

together for one year for \$2.65.

The regular subscription price of the two papers is \$3.00.

## It Wasn't His Fault.

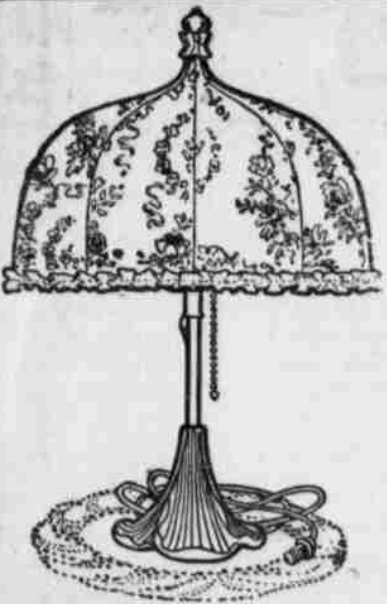
One youngster in school had delivered a severe kick in the stomach to another lad. When taken to task as to why he had struck his playmate there, he said: "I didn't mean to hit him there, but he turned around just in time."

## All in Family.

Bobby was seated in the reception room of a hospital awaiting his mother's return from the bedside of a friend. A nurse in passing asked him if he had a good time playing out of doors these fine days. Bobby looked thoughtful and said there weren't many children in their neighborhood. The nurse asked: "Haven't you any brothers or sisters?" To which Bobby replied, "Oh, yes, but they live with us."

## Probably True.

Mistress—"You say you can't read, Norah. How in the world did you ever learn to cook so well?" New Cook—"Shure, mum, O' lay it to not bein' able to rade th' cook books."



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McCALL CO., 135-230 West 37th Street, New York, N. Y.

To Cleanse a Wound.  
If a wound is greasy, cleanse with a pledget of the absorbent cotton moistened in benzine, or the antiseptic soap. Cover the wound with several thicknesses of iodoform gauze if you have it—as you should have—in your first-aid kit; pad with a little more absorbent cotton, and bandage in place. Unless necessary to stop bleeding, do not bandage too tightly.

## Skidoo!

"Even the hairs of a man's head are numbered." "They must have hung the 'Twenty-three sign' on mine," quoth the baldhead.

## THE MARKET BASKET

(Prices at Retail)

Eggs per dozen.....	50c
Butter per pound.....	45c
Breakfast bacon, pound.....	55c
Bacon, extras, pound.....	38c
Country hams, large, pound.....	35c
Country hams, small, pound.....	35c
Lard, pure leaf, pound.....	37½c
Lard, 50 lb. tins.....	\$16.00
Lard, compound, pound.....	30c
Cabbage, per pound.....	05c
Irish potatoes.....	50c per peck
Sweet potatoes.....	40c " "
Lemons, per dozen.....	30c
Cheese, cream, per lb.....	35c
Flour, 24-lb sack.....	\$1.70
Cornmeal, bushel.....	\$2.25
Oranges, per dozen 30c to.....	50c
Cooking Apples, per peck.....	40c
Onions per pound.....	06c
Navy beans, pound.....	20c
Black-eyed peas ".....	15c

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**LOCAL MERCHANT  
A BENEFACITOR**  
A Good Citizen and a Friend  
In Need.

**HONEST MEN GIVEN CREDIT.**

He Would Rather Be Right Than President—The Local Retail Merchant is Without Question the Community's Most Prominent Factor. Aids Farmer by Buying From Him.

[Copyrighted, 1914, by Thomas J. Sullivan.]  
I would rather be right than president is the principle followed by many retail merchants.

There is no right without a parallel duty, no liberty without the supremacy of the law, no high destiny without earnest perseverance, no greatness without self denial.

As a dispenser of important services in any town none compares with the retail merchant.

Perhaps the first benefit of importance is the endless accommodations which he extends his customers. His books show that where misfortune, sickness or loss of occupation overtakes his customers he is frequently obliged to carry them for many months.

**Honest Men Get Credit.**

The man who has not established a reputation for unreliability or dishonesty is reasonably sure of securing credit for the asking. And the extension of credit is equivalent to making loans without interest. And who would ask or expect any such favor of any one but a merchant or a very close and dear friend?

The local town to be a desirable place to live in must have police and fire protection. It must have bridges, improved streets, water, sewers and good schools. To secure these necessary improvements and to maintain them taxes must be levied. The local merchant pays a large share of the taxes.

Among other things, the local merchant is continually forced to contribute to all manner of charitable enterprises, both public and private. He is the local benefactor, inasmuch as he is the employer of labor. Numerous young men and women find employment in his store, and as the result of his investment and efforts many dollars find their way to the pocket of the doctor, the dentist, the editor, the druggist and the banker, all of which contributes to the social and financial

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prosperity of the community.

**Faith in the Community.**  
He aids the farmer by buying from him his products to the extent of his needs, thus increasing the profits of the farmer.

He has shown his faith in the community by investing his capital there, consequently his interests center there; upon him, in a measure, depends the social, religious, educational and commercial existence of the town, and he is ever willing to do his part.

All this being true, why is he not entitled to the same amount of consideration as that exacted by the farmer, the wage earner and the other factors of the community that are always crying for "fair treatment" and "the right to live?"

**Destroying Local Markets.**

All he asks is that which is rightfully his—the opportunity to display his goods and compare prices with those shown in the misrepresented "picture albums" of the catalogue houses before you send your money away from home to buy something of the same quality which he can sell just as cheaply as does the big city merchant price.

Take away from the community one of the most important elements of prosperity, the medium of exchange, and the effect is inevitable—a weakening of the organism. And that is precisely what the great mail order retail houses are doing. They are bleeding the local communities. They are destroying local markets, weakening local credits, reducing the volume of deposits in small local banks, starving out local business men who are consumers of farm products as well as dealers, driving to the large cities thousands of consumers who can no longer find employment in small towns, and the men who are aiding them in their work of destruction will soon pay the penalty in the shrinkage of the value of their property, as well as in the loss of their markets.

**A Gigantic Monopoly.**

That the managers of these gigantic enterprises understand what they are doing is amply demonstrated by a remark recently made by one of their number in Chicago. He said, "Give us a few more years and we will make every city outside of Chicago a town, every town a village, every village a hamlet, and every hamlet we will wipe off the face of the earth."

What will the customers of the mail order houses do then, poor things? They will have given aid and comfort to the enemy that has destroyed their prosperity. They will have assisted in building up a gigantic monopoly. Seduced by pretty picture books, they will have in their innocence starved out their own best customers. Deserted villages will then mark the places where prosperous communities formerly thrived, and the population of the country will be divided between the farms and the large cities. The prospect is not a pleasant one to contemplate.

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